

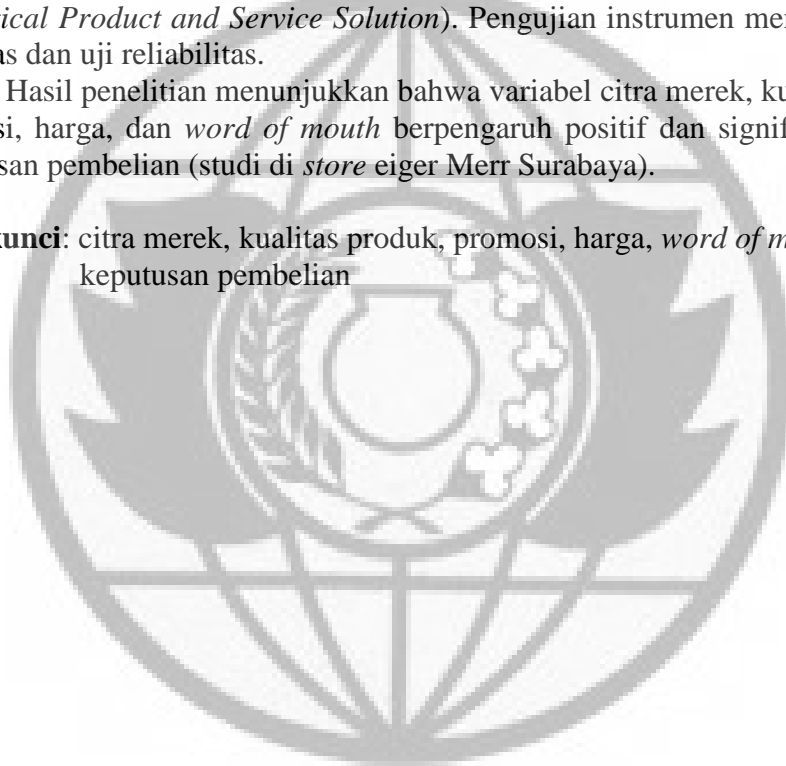
ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisa pengaruh citra merek, kualitas produk, promosi, harga, dan *word of mouth* terhadap keputusan pembelian (studi di *store* eiger Merr Surabaya).

Jenis penelitian ini dikategorikan sebagai penelitian yang bersifat kausal komparatif dengan menggunakan pendekatan kuantitatif. Sampel penelitian ini berjumlah 98 responden terdiri dari pembeli produk eiger yang berada di *store* eiger Merr kota Surabaya yang pernah melakukan dan menggunakan produk eiger dan data diambil dengan menggunakan metode *sampling incidental*. Pengumpulan data menggunakan kuisioner. Metode analisis data dengan menggunakan analisis regresi linier berganda yang perhitungannya dibantu dengan aplikasi SPSS (*Statistical Product and Service Solution*). Pengujian instrumen menggunakan uji validitas dan uji reliabilitas.

Hasil penelitian menunjukkan bahwa variabel citra merek, kualitas produk, promosi, harga, dan *word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian (studi di *store* eiger Merr Surabaya).

Kata kunci: citra merek, kualitas produk, promosi, harga, *word of mouth*, dan keputusan pembelian



ABSTRACT

This research aimed to examine and analyze the effect of brand image, product quality, promotion, price, and word of mouth on buying decision (A Study at Eiger branch store Merr, Surabaya).

The research was quantitative with casual-comparative as the approach. While, the data collection technique used incidental sampling. In line with, there were 98 respondents consisting of customers who had bought and used Eiger's product. Moreover, the instrument was questionnaires. The questionnaires were distributed to respondents. Furthermore, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution). Additionally, the instrument testing used validity test and reliability test.

The research result concluded brand image had positive and significant effect on buying decision. Likewise, product quality as well as promotion had positive and significant effect on buying decision. Similar to, price and word of mouth had positive and significant effect on buying decision (A Study at Eiger branch store Merr, Surabaya)

Keywords: brand image, product quality, promotion, price, word of mouth, buying decision

